

## FCC 388

### DTV Consumer Education Quarterly Activity Report

#### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WZVN

Report reflects information for quarter ending (mm/dd/yy)

03/31/2008

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

#### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign	Channel Numbers	Community of License					
		City	State	County	Zip Code		
WZVN	Analog 26 <input checked="" type="checkbox"/>	Naples	FL	Collier	34103		
	Digital 41 <input checked="" type="checkbox"/>						
Licensee Montclair Communications, Inc.							
Above, circle the Channel Number(s) to which this form applies.		Nielsen DMA	World Wide Web Home Page Address				
26 and 41		Ft. Myers/Naples	www.abc-7.com				

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
19183		02/01/2013

### Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

## Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

### Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

24

Total 5:00 a.m. to 1:00 a.m. CSTs

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

2

Total 6:00 a.m. to 9:00 a.m. CSTs

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

8

Total 6:00 p.m. to 11:35 p.m. CSTs

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

3/22 6:43P FUTURE IS HERE :30 PSA  
3/22 6:59P JUST A BOX :30 PSA  
3/23 5:59P DIGITAL IS IN THE AIR :30 PSA  
3/23 6:50P FUTURE IS HERE :30 PSA  
3/24 4:17P JUST A BOX :30 PSA  
3/24 4:55P DIGITAL IS IN THE AIR :30 PSA  
3/25 4:29P FUTURE IS HERE :30 PSA  
3/25 5:44P JUST A BOX :30 PSA  
3/26 4:50P DIGITAL IS IN THE AIR :30 PSA  
3/27 4:55P FUTURE IS HERE :30 PSA  
3/28 10:23A JUST A BOX :30 PSA  
3/28 4:51P DIGITAL IS IN THE AIR :30 PSA

3/29 3:37P FUTURE IS HERE :30 PSA  
 3/29 3:54P JUST A BOX :30 PSA  
 3/29 7:17P DIGITAL IS IN THE AIR :30 PSA  
 3/29 7:18P FUTURE IS HERE :30 PSA  
 3/29 7:36P JUST A BOX :30 PSA  
 3/30 4:21P DIGITAL IS IN THE AIR :30 PSA  
 3/30 5:56P FUTURE IS HERE :30 PSA  
 3/30 5:59P JUST A BOX :30 PSA  
 3/31 5:26A DIGITAL IS IN THE AIR :30 PSA  
 3/31 5:52A FUTURE IS HERE :30 PSA  
 3/31 5:58A JUST A BOX :30 PSA  
 3/31 6:24A DIGITAL IS IN THE AIR :30 PSA

### 30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

### 100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

*Graphic Displays*

\_\_\_\_\_

*Animated Graphics*

\_\_\_\_\_

*Graphic and Audio Displays*

\_\_\_\_\_

*Longer Form Reminders*

\_\_\_\_\_

Comments (add additional sheets where necessary):



### Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes    ☐ No

### 30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

## Section D (For all broadcasters)

### Additional DTV On-air Initiatives – Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):  
WZVN aired numerous stories in various newscasts throughout the broadcast day alerting viewers that the analog signal would be ending in February and that their analog only viewing may be interrupted. The news stories provided examples of frequently asked questions with answers and offered websites and phone numbers for viewers to contact to make sure their specific questions were answered and their television service was not interrupted. WZVN's news coverage also discussed the battery operated analog TVs that some viewers watch during hurricanes or severe storms could be impacted.

### Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):  
WZVN has a DTV section on our website that explains digital television and provides Q&A text to many of the frequently asked questions as well as links to other websites that address the DTV transition. Additionally, newscast scripts are archived on our website that can be referenced for previously aired information and contacts for the DTV transition.

### Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☐ Speaking Engagements

Comments (add additional sheets where necessary):

☐ Community Events

Comments (add additional sheets where necessary):

☒ Other (describe)

Comments (add additional sheets where necessary):  
WZVN has formed a Viewer Advisory Council for the purpose of sharing station information and soliciting feedback from regular viewers throughout our market in Southwest Florida. In addition to inviting the 110 plus members to offer their daily opinions and insight on the station from operation to content through phone calls and

e-mail, the station also conducts quarterly regional meetings with the Viewer Advisory Council. During 1st quarter 2008, the topic of DTV was prominent in the two hour discussion in both meetings that were held on 2/21 and 2/23. The discussions centered around what is the DTV transition; how will it impact the viewer and how best to make certain our viewers are aware of what they need to do, steps they need to take to insure they do not experience an interruption in their television service a year from now. FOCUS GROUPS - On January 7 (Fort Myers) and January 8 (Naples), the station conducted Research Focus Groups with approximately 75 attendees at each. Attendees were told of the transition to digital television and what viewers need to do to maintain the ability to watch local TV.

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments (add additional sheets where necessary):

## STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing  Deborah Abbott	Typed or Printed Title of Person Signing  Director of Programming
Signature  <input type="checkbox"/>	Date  04/10/2008

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [pra@fcc.gov](mailto:pra@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it



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